

**LIBRARY**
DISTRICT

SOCIAL MEDIA POLICY

Adopted 2/14/2018

This policy governs Jefferson County Library District's participation in online venues and social media, defined here as any facility for online publication and commentary, including but not limited to social networking sites (e.g., Facebook, Twitter, Instagram, YouTube, etc.). The District uses these tools to share information about services, programs, and events; additionally, social media tools give library staff and the public a convenient way to interact and share information, ideas, and opinions on a range of topics related to the library's mission, collections, and services.

The Library Director is the managing authority for the District's social media. All social media accounts for the District are created only with permission of the Library Director. Modifying account settings, changing passwords, adding/deleting account administrators, etc. must be approved by the Library Director or a designee to ensure continuity, functionality, and a professional representation of the District in virtual spaces.

Staff who contribute content to and interact with the public via social media tools will follow best practices outlined in the *JCLD Social Media Guidelines*.

Rights and Responsibilities of the Library

The District's social media sites serve as "limited public forums." Comments/posts will be moderated by staff for content and relevancy. The District reserves the right to deny or remove any comments, tags, and/or images that violate this Social Media Policy, the District's Conduct Policy, or the law.

The District is not responsible for the content on the pages of friends, fans, or followers of the District. The District does not endorse or review content of third-party sites.

Public Terms of Use

Public users should have no expectation of privacy in postings on District-sponsored social media sites, and by utilizing these sites, they consent to the District's right to access, monitor, and read any posting on the sites.

The District's social media content is considered public record and is subject to RCW 42.56 (Public Records Act) and RCW 40.14 (Preservation and Destruction of Public Records).

Postings that are inconsistent with the District's purposes outlined in this Social Media Policy are not permitted. These include, but are not limited to:

- Advertising
- Spamming/Leaving unrelated links in comments
- Obscene matter, profanity, or material/communications of a sexual nature
- Harassing, disparaging, abusive, threatening, or offensive comments
- Anything that personally insults individuals by name or reference
- Any activity prohibited by the District's Conduct Policy
- Any activity prohibited by law not otherwise mentioned above.